1. Read the following text and choose the correct option. Only one option is correct.

Brand Identity

A strong brand identity is essential for the success of any business. In today's competitive market, companies must compete with numerous rivals both in physical stores and online. Therefore, an effective name, logo, and slogan can help a business stand out and attract customers.

Firstly, a business name is important because it creates the first impression for potential customers. An effective name should be short, original, and easy to remember, while also reflecting the nature of the products or services offered. For example, a clothing store named Urban Style immediately suggests a modern fashion identity. If a name is overly complex or difficult to pronounce, it is less likely to be remembered by consumers.

Secondly, logos play a crucial role in marketing and brand recognition. As the visual representation of a company, a logo appears across products, websites, advertisements, and social media platforms. Well-designed logos help customers quickly identify and trust a brand. Simplicity, colour choice, and typography all influence how a brand is perceived and can shape emotional responses.

Finally, slogans allow businesses to communicate their values in a concise and memorable way. A strong slogan can express a brand's mission, quality, or target audience. For instance, a phrase such as "Fashion for Everyone" conveys inclusivity and accessibility, strengthening the brand's message.

In conclusion, a well-chosen name, logo, and slogan are fundamental components of brand identity. Together, they enhance recognition, build trust, and contribute to long-term customer loyalty.

1. Companies only face competition in brick-and-mortar physical stores.

A. True, because the text states that rivals only compete in physical locations.
B. True, because the text says physical stores are the only competitive market today.
C. False, because the text states companies must compete both in physical stores and online.
D. False, because the text says online stores have completely replaced physical stores.

2. A complex or hard-to-pronounce business name is easily remembered by consumers.

A. True, because complex names make a modern and strong first impression.
B. True, because difficult pronunciation helps a brand stand out from rivals.
C. False, because the text states it is less likely to be remembered by consumers.
D. False, because the text states that complex names are completely forbidden in marketing.

3. Logos act as the visual representation of a company across multiple platforms.

A. True, because the text notes that a logo appears across products, websites, advertisements, and social media.
B. True, because the text states logos are the only tool used for digital marketing.
C. False, because the text states logos are strictly restricted to printed advertisements.
D. False, because the text claims logos do not influence brand recognition or trust.

4. Slogans are used by businesses to communicate their values in a long and detailed text.

A. True, because a long phrase is necessary to explain a company's mission.
B. True, because detailed information is required to build customer loyalty.
C. False, because the text states slogans allow businesses to communicate values in a concise and memorable way.
D. False, because the text says slogans are only used to describe product prices.

5. A well-chosen name, logo, and slogan help build long-term customer loyalty.

A. True, because the text states that together they enhance recognition, build trust, and contribute to long-term customer loyalty.
B. True, because the text states these components instantly guarantee financial success.
C. False, because the text states that brand identity reduces customer trust.
D. False, because the text notes that these elements only function for online businesses.

LIVEWORKSHEETS

2. Read the following text and fill in the gaps in the sentences below using one word.

The Power of Shop Window Displays

A shop window display is the most powerful tool to attract customers into a physical store. It acts as a visual invitation and creates the very first impression of a business. In commercial streets, thousands of people walk past shops every day. A creative and attractive window design can make pedestrians stop, look, and decide to enter the shop. Therefore, it directly helps to increase sales.

To design an effective display, retailers must follow some basic rules. First, lighting is essential. Good lights highlight the main products, create a pleasant atmosphere, and attract attention during the night. Second, color choice is very important. Bright colors can express energy, while neutral colors show elegance. Retailers should change the display regularly, for example every month or during special seasons like Christmas or summer sales. Regular changes keep the shop looking fresh and interesting for local neighbors who pass by frequently.

Furthermore, a good window display should tell a story. Instead of showing too many random items, it is better to select a few special products and arrange them around a clear theme. A messy window with too many products confuses consumers and reduces the professional image of the brand.

In conclusion, shop window displays are not just decorations. They are a fundamental part of visual merchandising and a key marketing strategy. Investing time and creativity into windows helps retail businesses stand out from their competitors, attract new shoppers, and improve their financial results.

- A shop window display works as a visual _____ and helps to increase _____ for physical stores.
- Good lighting highlights the main _____ and creates a pleasant _____ inside or around the display.
- Retailers need to change their window displays _____ or during special _____ like Christmas.
- It is better to display a few special items around a clear _____ because a messy window _____ consumers.
- Window displays are a fundamental part of visual _____ and represent a key marketing _____.

LIVEWORKSHEETS